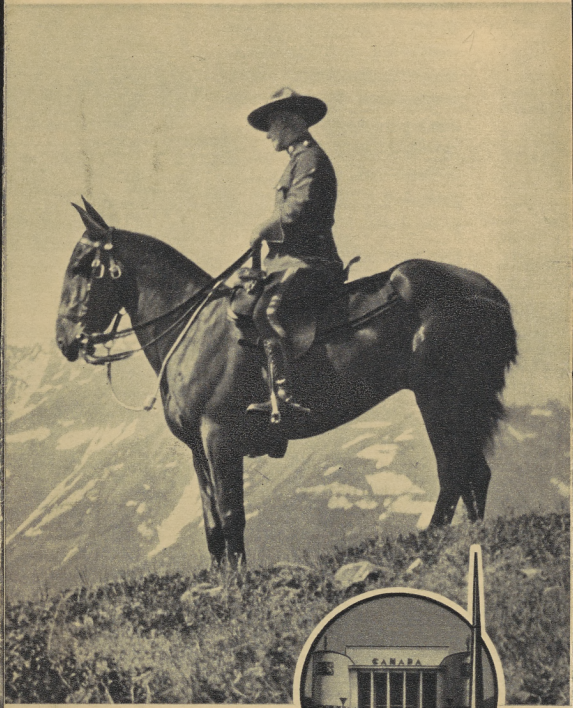
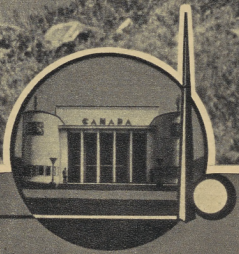
CANADA GREETS YOU!





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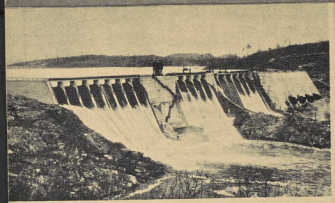
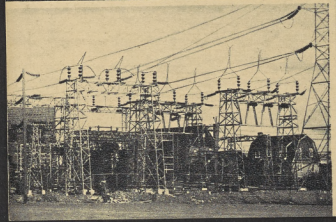
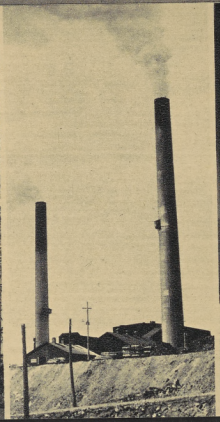
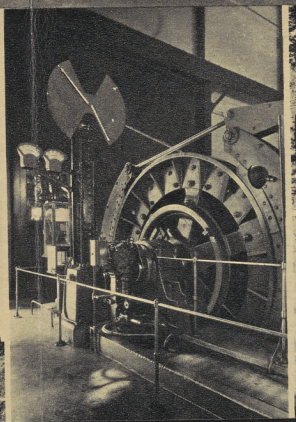
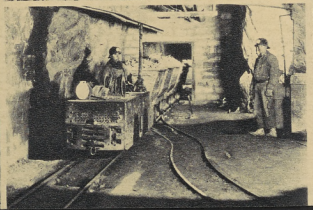
The Hon. W. D. Euler, Minister of Trade and Commerce, for Canada.



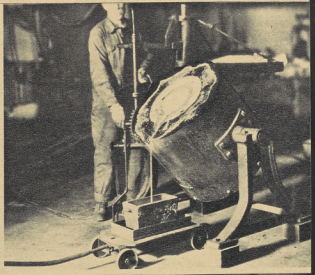








In every branch of the mining industry in Canada, from the preliminary drilling through the various crushing and electrolytic processes, to the final refinement of the product, large amounts of electric power are essential. Many large scale operations are only made possible by abundant supplies of low-cost hydraulic power, as the expense of rail haul on fuel or untreated ore on account of geographical location, would be prohibitive.



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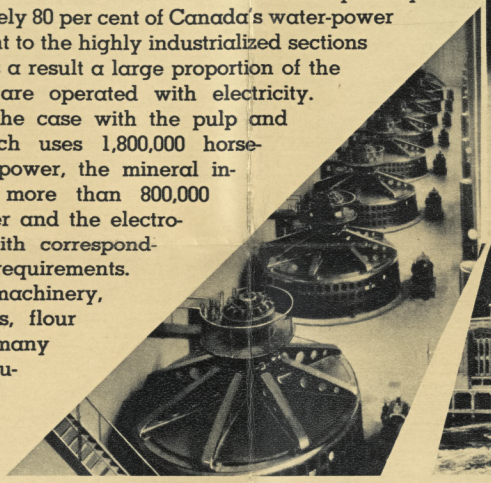
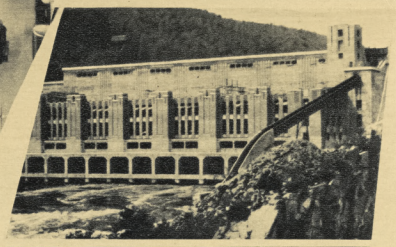
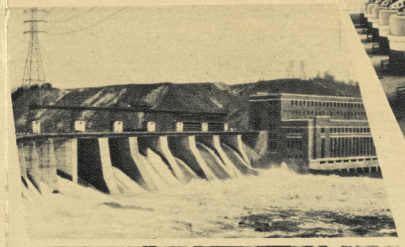
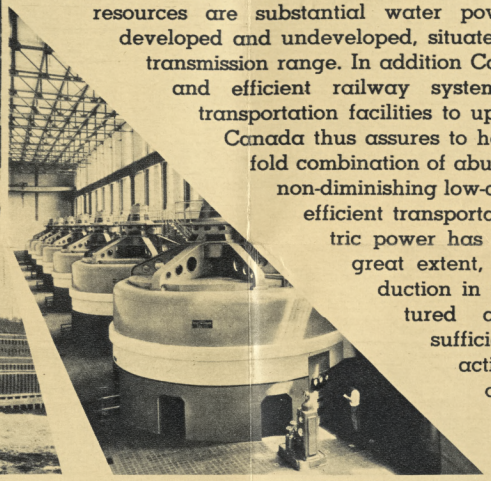
AN ABUNDANCE OF LOW-COST POWER FOR INDUSTRIES

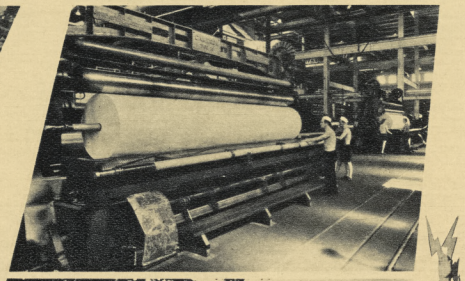
Low-cost hydro-electric power is the centralizing force of Canada's extensive industrial development and is one of the most important factors in making future expansion possible in keeping with the Dominion's vast natural resources in primary products. Approximately 80 per cent of Canada's water-power resources are adjacent to the highly industrialized sections of the country and as a result a large proportion of the country's industries are operated with electricity. This is particularly the case with the pulp and paper industry which uses 1,800,000 horse-power of hydraulic power, the mineral industry which uses more than 800,000 hydraulic horse-power and the electro-chemical industry with correspondingly high electric requirements. The textile, rubber, machinery, wood working plants, flour and grist mills and many other industries manufacturing for export and home consumption are also practically 100% electrified.

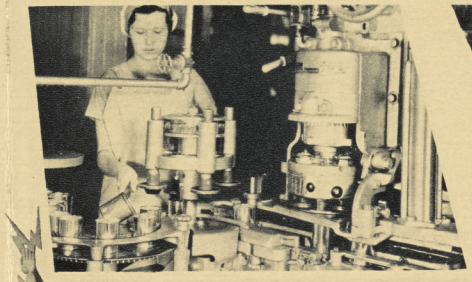


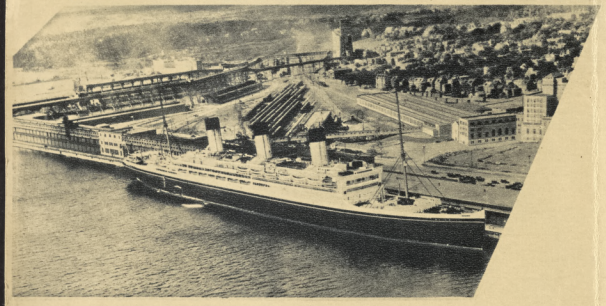












Ocean, lakes and rivers were the early channels of trade in the Dominion and it was but natural that hamlets located at strategic points on these highways of early commerce should later develop in the up-to-date cities of modern Canada.

Many of these cities are located on the Atlantic and Pacific coasts and on the St. Lawrence River. As a result the Dominion has some of the world's finest natural harbours for ocean going vessels. These have been efficiently developed.

RAW PRODUCTS FOR EXPORT AND HOME MANUFACTURE

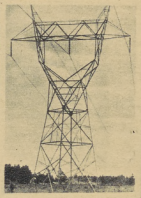
Canada is rich in primary resources—the products of the mines, forests, farms and fisheries. From these, Canadian industries draw their supplies for the manufacturing of articles destined for sale at home and on world markets. Adjacent to these resources are substantial water power resources, both developed and undeveloped, situated within economical transmission range. In addition Canada's inland rivers and efficient railway systems provide modern transportation facilities to up-to-date ocean ports. Canada thus assures to her industries a three-fold combination of abundant raw materials, non-diminishing low-cost hydro power and efficient transportation. Abundant electric power has made possible, to a great extent, the economical production in Canada of manufactured articles at a cost sufficiently low to permit active competition on open world markets and is largely responsible for the country's rise as an industrial nation.

The location of Canada's foremost cities on the Dominion's principal water routes assures them not only cheap transportation facilities but also ample hydro-electric power within easy transmission distance.

Canadian cities offer unexcelled opportunities for the establishment of industries with low-cost water power, efficient labour, reasonable taxation, good housing conditions, and ideal recreational resorts within easy distance.

Approximately 62 per cent of Canada's population have electric service in their homes — for cooking, refrigeration, water heating, air conditioning, operating household appliances, and in providing forced draught for heating purposes. While most of these electrified homes are in urban centres, these conveniences are being made available to an ever increasing extent to farm dwellers in the more settled rural areas by the extension of existing transmission lines. Hydro-power is in this way being made available for operating stationary farm machinery.

Canada's immense sources of hydro-electric power are not only benefitting Canadian industry and helping indirectly to build up the Dominion's world trade, but by providing home conveniences are helping to raise the living standards of Canadian people. Furthermore electric power provides the means of lighting Canadian cities, towns and villages, and supplies the energy for operating municipal power pumps to supply water and other conveniences.



Per capita production of electricity in Canada is calculated at 2,455 kilowatt hours while the average installation per 1,000 population is 731 horse-power, figures which place Canada in an outstanding position amongst the water-power using countries of the world. Hydro-electric development in Canada has increased from 173,000 horse-power in 1900 to more than 8,100,000 in 1939. This represents an estimated capital investment of $1,650,000,000 in development, transmission and distribution.

CANADA'S low-cost hydro electric power has been a magnet in attracting important industries to the Dominion as well as making possible the extension of existing plants. It has also brought entirely new communities into being. Power has made possible the more extensive use of domestic raw products and the development and expansion of industries relying almost entirely on imported materials.

Electricity may well be said to be responsible, to a marked degree for Canada's rise as an industrial nation, with practically three-quarters of her present day exports consisting of commodities which are either fully or partly manufactured. The ores from her mines are smelted at the mine-head, the products of her forests are mainly exported in the form of sawn lumber or as newsprint, while many of the products of the farm and fisheries reach the world markets after having been canned in electric-operated canneries.

Canada thus offers to the prospective manufacturer as well as the investor, opportunities that are unsurpassed anywhere else in the world in the form of low-cost hydro-electric power located near modern transportation facilities and adjacent to practically unlimited supplies of raw materials indigent to the northern hemisphere.

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